

# ENERGY STAR® PARTNERS COMMEMORATE EARTH DAY

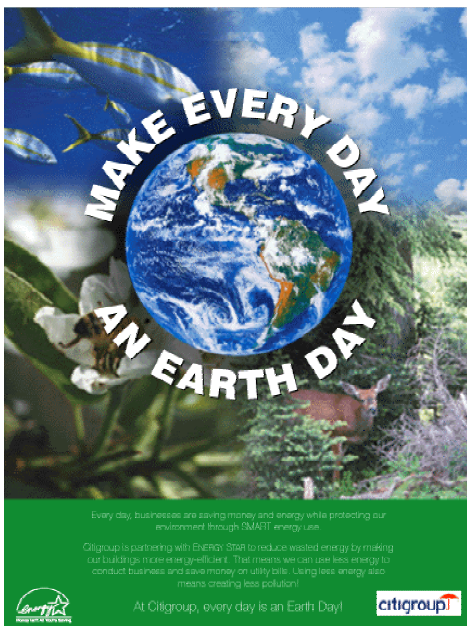
## EARTH DAY CHICAGO 2002

On Earth Day, Whirlpool set up a booth with a Calypso washer, Conquest refrigerator, and dishwasher in Lincoln Park, Chicago, to educate consumers about energy efficiency. A Whirlpool spokesman was a guest speaker at the event and gave the audience an overview of Whirlpool's commitment to the environment by producing energy-efficient appliances.



## CELEBRATING EARTH DAY EVERY DAY

Citigroup developed an Earth Day poster that can also be used year-round! Contact your ENERGY STAR representative today to learn how you can gain access to ENERGY STAR templates for creating your own posters and other promotional materials.



## SPONSORING A CONTEST

Blockbuster celebrated Earth Day by holding the "Be a Hero" Contest. In stores nationwide, Blockbuster hung posters to advertise the contest and ran an informational video to educate consumers about energy efficiency.



## TREE PLANTING CEREMONY

To celebrate Earth Day and recognize ten schools that earned the ENERGY STAR, Wyandotte school district in Michigan partnered with Johnson Controls, Inc. to educate students about the environment. Activities included viewing a solar powered car, planting trees, and a presentation of plaques by regional EPA representatives.



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### EMPLOYEE OUTREACH

Ernst & Young's EcoCare™ initiative celebrates Earth Day year-round. Volunteer EcoCare™ teams work to help minimize the environmental impact of operations and promote eco-friendly work habits. Efforts include posters, an Intranet site, stickers, and emails with environmental tips and leading practices. Events include Recycling Awareness Weeks, "Let's Turn It Off" lights out competitions, We CAN Do! It recycling drives, and tree plantings at offices and local schools.



Duluth Convention & Visitors Bureau and Seaquest Photography

### PRESS RELEASES

The City of Duluth, Minnesota issued a press release on Earth Day in local newspapers announcing the city's partnership with ENERGY STAR and commitment to energy and tax dollar savings.

### INTRANET "IN REACH"

Panasonic organizes an Earth Day event each year and includes information about the environment and environmental activities for employees. The Intranet also includes Panasonic's corporate environmental policy, recent presentations/speeches by corporate representatives, and a directory of environment-related contacts.



### PACKAGING

To commemorate Earth Day and communicate the company's partnership with ENERGY STAR, McDonald's launched a nationwide awareness campaign. Throughout April, McDonald's bags and cups displayed the ENERGY STAR, a description of the program, information on McDonald's progress in upgrading restaurants with energy-efficient technologies, and contact information for customers to learn more.



**Contact your ENERGY STAR representative today for *creative ideas* to celebrate Earth Day, more examples, and *templates that your organization can customize*.**

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